

**REMARKS**

Reconsideration of this application and withdrawal of the rejections set forth in the Final Office action mailed April 20, 2006 are requested in view of this amendment and the following remarks. Independent claims 1, 19, 38, and 56 were previously amended in a response to the Final Office action filed June 20, 2006, but the amendments were not entered. This previous amendment is hereby re-submitted and supported at least at page 12, lines 16-20 of the original specification.

The Examiner also suggested during a phone conference held with Applicant's undersigned on August 4, 2006 to amend independent claims 1, 19, 38, and 56 to recite "80% of the display" in order to place this application in better condition for allowance. This amendment is supported at least at page 12, lines 17-18 of the original specification.

Claims 18, 37, 55, 73 have been canceled. No new matter has been added. After entry of this amendment, claims 1-14, 19-23, 30, 38-40, 56-61, 76, 77, and 90-98 will be pending.

**Claim Rejections – 35 U.S.C. § 102**

Claims 1-12, 19-23, 30, 37-40, 55-61, 73, 76, 77, and 90-98 were rejected under 35 U.S.C. § 102(e) as being unpatentable over U.S. Patent Application Publication No. 2004/0226042 to Ellis ("Ellis"). As noted above, claims 37, 55, and 73 have been canceled. Because the cited reference fails to disclose, teach, or suggest the subject matter of the pending claims, Applicant respectfully submits that the rejection be withdrawn.

Independent claims 1, 19, 38, and 56 of the present application recite: (a) converting the first video content to a format having a predetermined reduced size...the predetermined reduced

size occupying a major portion of the display, and (b) at least a portion of supplemental information is displayed on a second portion of the display separate from the first portion of the display. Additionally, claims 1, 19, 38, and 56 have been amended to recite that the first video content is displayed on a first portion of the display, wherein the first portion is approximately 80% of the display.

First, Ellis does not teach or suggest converting the first video content to a format having a predetermined reduced size, wherein the predetermined reduced size occupies a major portion of the display. Ellis teaches that a set-top box “may re-proportion (i.e., shrink) the amount of screen area used by current program 77...” (Ellis, para. 54), but Ellis does not teach or suggest an amount for which the screen area should be re-proportioned. Additionally, Fig. 6A-8 of Ellis only show a program guide display superimposed on a video portion, without any re-proportioning of the video portion. Furthermore, Ellis does not teach or suggest that the first video content is displayed on a first portion of the display, wherein the first portion is approximately 80% of the display.

Second, Ellis does not teach or suggest supplemental information displayed on a second portion of the display wherein the second portion of the display is separate from the first portion of the display. At best, Ellis shows a display superimposed on a video portion, but the video portion is not separate from the display (Ellis, Figs. 6A-8).

In addition, claim 9, dependent on claim 1, recites that supplemental information requested by the user is message information intended to be conveyed to the user. Claim 10, dependent on claim 9, recites a converting data step that selectively converts specific portions of the supplemental information, wherein each of the specific portions of the supplemental information

relates to corresponding portions of a message. Claim 11 recites that the message information of claim 10 is advertising information. Similarly, claims 22 and 59 recite a converting data step that selectively converts specific portions of the supplemental information. Additionally, claims 91, 93, 95, and 97 recite a request for supplemental information comprising a command to display message information. Claims 92, 94, 96, and 98 depend from claims 91, 93, 95, and 97, respectively, and recite that the message information comprises advertising information.

Ellis, however, does not teach or suggest the recitations of these claims, particularly: (a) that the user may request information about message information intended to be conveyed to the user; (b) a converting data step that selectively converts specific portions of the supplemental information; (c) a converting data step that selectively converts specific portions of the supplemental information, wherein each of the specific portions of the supplemental information relates to corresponding portions of a message; or (d) that the user may request message information wherein the information is advertising information. Ellis mentions that transmitted program information may include advertising information (Ellis, para. 44), but does not teach or suggest requesting such information. Ellis also teaches that the user may request video-on-demand information (Ellis, para. 53), but Ellis does not teach or suggest the limitations described above about requesting message and advertising information, nor does Ellis teach or suggest a converting data step that selectively converts specific portions of the supplemental information. Therefore, for at least the reasons discussed above, Applicant respectfully submits that pending claims 1-12, 19-23, 30, 38-40, 56-61, 76, 77, and 90-98 are patentable.

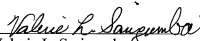
Claim Rejections – 35 U.S.C. § 103

Claims 13, 14, 18, 37, 55, and 73 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Ellis. As noted above, claims 18, 37, 55, and 73 have been canceled. Since pending claims 13 and 14 are dependent directly or indirectly on independent claim 1, they are patentable for at least the same reasons over Ellis. Therefore, Applicant respectfully submits that at least for these reasons and the reasons discussed above, claims 13 and 14 are patentable.

CONCLUSION

In view of the foregoing amendments and remarks, Applicant respectfully submits that the claims now presented in this application define patentable subject matter over the cited prior art. Accordingly, reconsideration and allowance of the application are requested. If the Examiner feels that a telephone interview could expedite resolution of any remaining issues, the Examiner is encouraged to contact Applicant's undersigned representative at the phone number listed below.

Respectfully submitted,

  
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